

Message Text

UNCLASSIFIED

PAGE 01 BERN 04083 301450Z

67

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 301110Z SEP 75

FM AMEMBASSY BERN

TO SECSTATE WASHDC 1439

INFO AMCONSUL ZURICH

UNCLAS BERN 4083

E.O. 11652: N/A

TAGS: BEXP SZ

SUBJ: OUTLINE FOR SUBMISSION OF DATA ON STORES PARTICIPATING IN
FY 76 IN-STORE PROMOTIONS

REF: STATE 206606

1. ONLY IN-STORE PROMOTION ANTICIPATED IN SWITZERLAND FOR
FY76 IS THE BAHNHOFSTRASSE PROJECT, TENTATIVELY SET
FOR JUNE 14 THROUGH JULY 3. PRODUCTS TO BE FEATURED
WILL DEPEND ON WHICH INDIVIDUAL STORES ALONG THE STRASSE
PARTICIPATE, BUT WE ANTICIPATE THAT THERE WILL BE BOTH
MAJOR DEPARTMENT STORES AND QUALITY SPECIALTY SHOPS
INVOLVED, AND THAT THE FULL RANGE OF CONSUMER GOODS -
EXCEPTING AUTOMOBILES, AIRCRAFT FOR GENERAL AVIATION,
AND A FEW OTHER SIMILAR LINES - WILL BE FEATURED.

2. HAVE SCHEDULED APPOINTMENT FOR USDOC'S CHARLES JOHNSON
WITH SECRETARY OF BAHNHOFSTRASSE ASSOCIATION FOR OCTOBER
17. ANTICIPATE THAT BY THAT TIME HE WILL BE IN A
POSITION TO PROVIDE ANSWERS TO MANY OF THE OTHER POINTS
RAISED IN REFTEL.
ODELL

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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